



Heritage as an Alternative Driver for Sustainable Development and Economic Recovery in South East Europe

Design and delivery of a novel EQF professional profile in the heritage sector: the approach of the South East Europe territorial cooperation project “SAGITTARIUS”

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Abstract

SAGITTARIUS “Launching (g)local level cultural heritage entrepreneurship: strategies and tools to unite forces, safeguard the place, mobilize cultural values, deliver the experience”, is an ongoing Project within the SOUTH EAST EUROPE TRANSNATIONAL COOPERATION PROGRAMME 2007-2013, Priority 4.3 “Use of Cultural Values for Development”. SAGITTARIUS advances the socio-economic development of the territory in the Project Area by communicating the values of heritage to a wide range of different audiences from stakeholders to international visitors: from natural monuments and ecosystems to sites and collections, from the arts to traditions and handicrafts heritage is valued, protected, communicated and used with ecologic, economic and social profit. The aim of SAGITTARIUS is to effectively communicate cultural heritage values of 110 rural and urban assets across the Project intervention area to on-captives audiences in an entertaining and participatory way. A novel EQF professional profile has been designed for basic interpretive skills addressing graduates from humanities, economy and architecture. The profile precedes an e-and in situ Course, ‘GOLDEN BOW’, aiming to facilitate knowledge transfer required to optimize understanding and assist the presentation of information in a manner that encourages learner activities, ensuring permanent results. The main objective is to create an educational tool to deliver professional skills in Heritage Interpretation and create a pool of certified individuals with increased capacities to use cultural values for development.

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1. Introduction

The European Qualifications Framework is a reference framework to link qualifications systems and strives to increase transparency of qualifications, while also increasing the mobility of citizens and the facilitation of lifelong learning. The EQF allow all countries to have a standard referencing level, based on the eight reference levels, which range from basic qualifications to advanced qualifications (as the levels increase). These eight reference levels are based on a concept of learning outcomes, recognizing the knowledge, skills and competences acquired by individuals not only through formal education but also through vocational education and training. Each learning outcome can be basically defined as “what a learner knows, understands and is able to do on completion of a learning process. The Transnational Partnership of the SEE TCP SAGITTARIUS is already in the process to adjust the GOLDEN – BOW Training Programme with a specific level in the European Qualification Framework.

2. Methodology

GOLDEN BOW is a distance and e-learning Course specifically designed to serve Project needs and requirements, reaching target audiences 24 hours a day 7 days a week. It includes 4 Modules specifically designed to support self-directed-learning reducing cognitive loads, a Study Guide and Self-Evaluation Materials:

- MODULE 1 teaches protection, conservation, management, tourism planning;
- MODULE 2 teaches uses of natural and cultural resources for leisure, tourism and recreation. It guides the creation of place-driven products and services, fully exploiting the economic potential of cultural heritage;
- MODULE 3 teaches Heritage Interpretation, the main tool used to unlock cultural values residing in heritage resources;
- MODULE 4 teaches the planning of high added value cultural products and services, guiding participant to design and deliver multisensory-experiences in the cultural heritage domain utilizing heritage interpretation as the main cognitive tool.

GOLDEN BOW is considering the EDEN European Distance & e-Learning Network, the UNESCO Cultural Heritage Specialist Guide Training and Certification Programme 2007. It incorporates the main HORIZON 2020 goals and the EU 2020 Smart, Sustainable and Inclusive Growth targets; the EU Cohesion Policy 2020 goals and the renowned international treaties and conventions in the CH domain (ICOMOS, UNESCO, COE, ENAME, NATURA, WTO); the ETCP 2014-2020 objectives; the NSFR 2014-2020 of the EU 27 Member States; the LUND Declaration, EU Digital Agenda/ the Grand Coalition for Digital Skills and Jobs, the Innovation Union Targets.

The Curriculum, fully exploiting Human Cognitive Architecture, builds the basis for the formation of individuals with increased capacities in the interpretation and management of cultural heritage. In addition to the European Qualification Framework adjustment, GOLDEN-BOW participants will receive ECVET credits. ECVET is the European Credit System for Vocational Education and Training. It uses a common procedure to recognize learning outcomes achieved in formal, non-formal and informal settings. Participants of the GOLDEN BOW Training Programme accumulate credits towards the award of the overall qualification. Allocation of ECVET points to a qualification is based on using a convention according to which 60 points are allocated to the learning outcomes expected to be achieved in a year of formal full time VET.

2.1. Application

A Significance Assessment Tool for Heritage Assets (SAT) was developed and tested in situ to facilitate the selection of assets with interpretive potential in 8 countries, GR; BG; HR; SI, IT; RO; HU. 32 principles have been developed and tested in situ to guide the development of interpretive presentations including context and graphic design for onsite and virtual environments and 10 blocks of recommendations with for. Information architecture presupposes a limited working memory capacity to deal with visual and auditory material and an almost unlimited long-term memory, able to hold mental representations that vary in their degree of automation. Selected information is analyzed from a Human Cognitive Architecture point of view, considering working memory constraints, element

interactivity continua and types of cognitive loads. Asset-related information is re-structured so as to free working memory from irrelevant cognitive loads, facilitating attention and information retention within a scarce time-budget. Interpretive narratives reinforce the association chain enabling new cognitive content to relate to prior knowledge.¹² Local Interpretive Projects have been put in place in Greece, Romania, Bulgaria, Slovenia, Hungary, Croatia and Italy as a result of the GOLDEN BOW Training Programme.

2.2. Results

From the pool of 160 GOLDEN BOW participants a pool of 70 individuals are being currently in the process of acquiring the EQF Certification. EQF holders understand how to extract and interpret the cultural values inherent in tangible and intangible resources and forge resource connections with users in the cultural heritage domain. The EQF certification testifies the holders' expertise in heritage interpretation, unlocking values of tangible-intangible resources on a spatial, social, and spiritual level. Interpretive skills acquired, enable holders to interact with a series of social partners and promote thus the uses cultural values for development: by guaranteeing the mental, emotional and spiritual accessibility of heritage resources to different users, and by raising the users' awareness cultural values are acknowledged and accepted and the protection-use conflict is thus greatly mitigated.

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